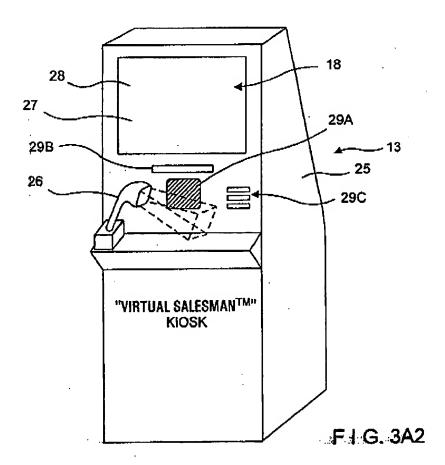
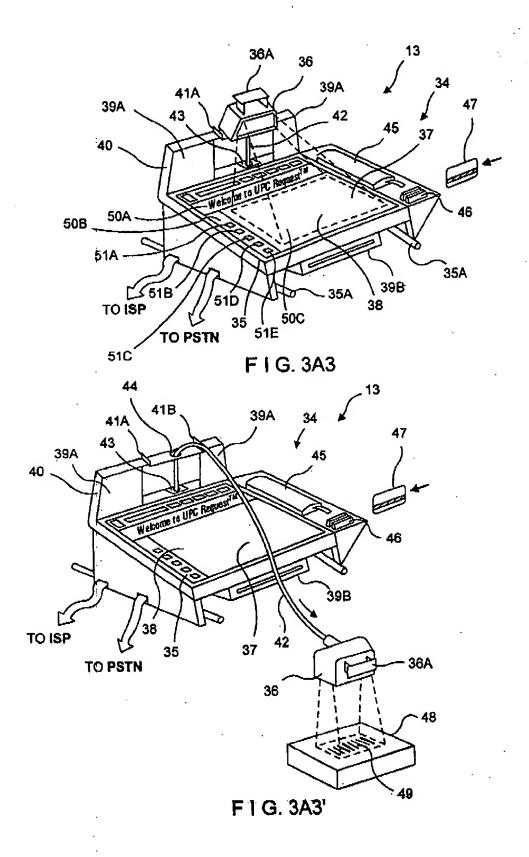
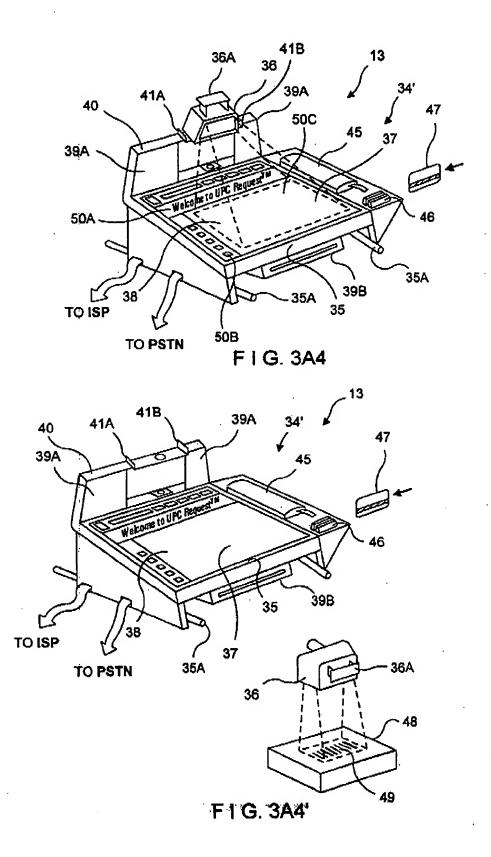
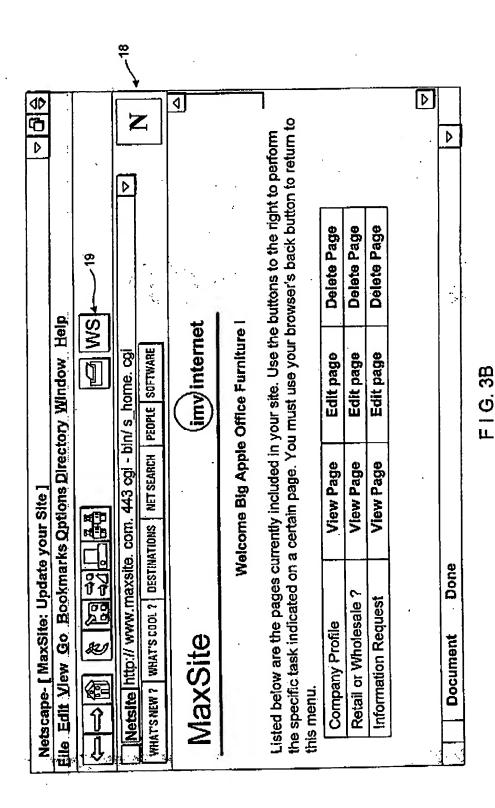


F I G. 3A1

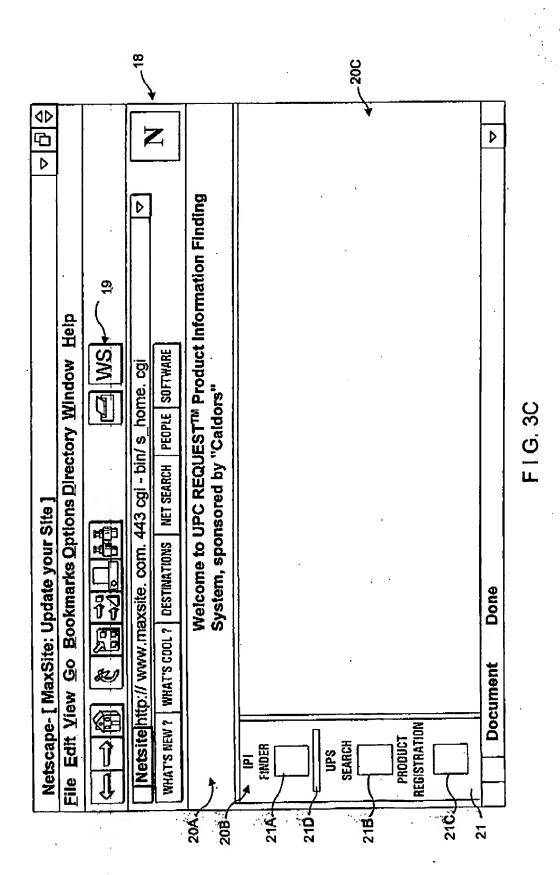








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IP/SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail Address	Status
7/18908/17674/0 APPLE CO	APPLE COMPUTER,INC. CUPERTINO,CALIF.	POWER MAC. 7600/120 PERSONAL COMPUTER	http://www.power./pc	POWER MAC.	: .	
0/373/100/8	PROCTOR & GAMBLE	TOOTH PASTE	http://www.tooth.p./pc	CREST	·	
3/12547/68404/0	WARNER WELCOME	ACID REDUCER	http://www.zantac./pc	ZANTAC, ZANTAC 75		
0/0005/17843/4	KODAK, INC.	FILM PROCESSING	http://www.kodak./pc	KODAK		
	• • •	•••	• • •	• •	• • •	
0/27242/51057/9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com./pc	SONY		

FIG. 4A1

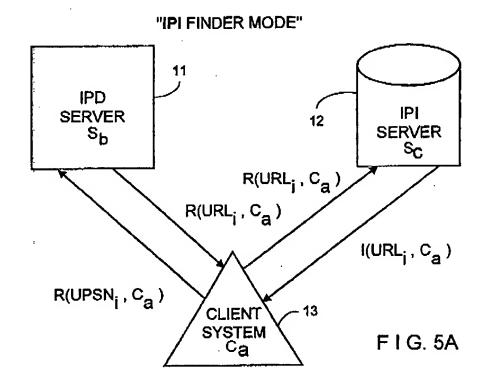
)

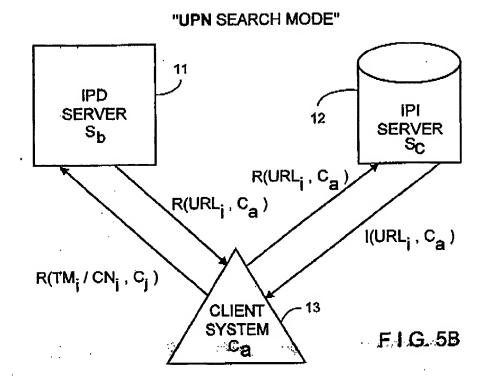
PRODUCT ADVERTI- SEMENT INFORMATION FIELD			• • •	
PRODUCT MISCELLA- REVIEW NEOUS NFORMATION INFORMATION FIELD FIELD			• • •	
	٠			
PRODUCT INCENTIVE INFORMATION FIELD			•••	
PRODUCT WARRANTY / SERVING INFORMATION FIELD	•		•••	
DUCT DATE MATION ELD	-		•••	
SPECIFICATION UPI INFORMATION INFOR			• •	
URL				

FIG 4A2

STATUS	·					·	•••	
E-MAIL ADDRESS	·						• •	
TRADE/SERVICE MARKS		NETSCAPE, NAVIGATOR		QUAKER	COCA - COLA, COKE	GEFFEN	•	
PRODUCT DESCRIPTION		INTERNET		OATMEAL	COLA SODA	PAT METHANY AUDIO CD		
REGISTRANT'S NAME AND ADDRESS		NETSCAPE COMMUNICATIONS CORP.		QUAKER, INC.	COCA COLA, INC.	WARNER BROS.	• •	
NS/d1		7/05089/37460/7		0/30000/01020/4	0/496/390/1	0/7599/24245/2	B & &	

-1G. 4B





CLIENT Ca REQUESTS IP DIRECTORY SERVER TO PROVIDE
A REGISTERED URL; IN RESPONSE TO THE UPN;
PROVIDED WITH THE CLIENT REQUEST

B

IP DIRECTORY SERVER DETERMINES IF A URL; HAS
BEEN REGISTERED WITH THE UPN; IF SO, THEN THE IP
DIRECTORY SERVER SENDS THE URL; TO CLIENT Ca;
IF NOT, THEN THE IP DIRECTORY SERVER RECORDS
THE URL - REQUEST FOR FUTURE REGISTRATIONREQUEST OPERATIONS WITH THE COMPANY
RELATED TO THE UPN; SENT BY CLIENT

C

CLIENT SYSTEM Ca RECEIVES URL; FROM
THE IS DIRECTORY SERVER AND THEN REQUESTS
THE IP INFORMATION SERVER IDENTIFIED BY THE URL; TO
PROVIDE PRODUCT INFORMATION LOCATED AT THE URL;

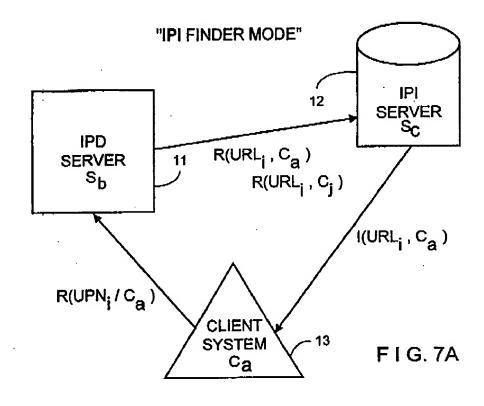
"IPI FINDER MODE (FIG. 5A)"

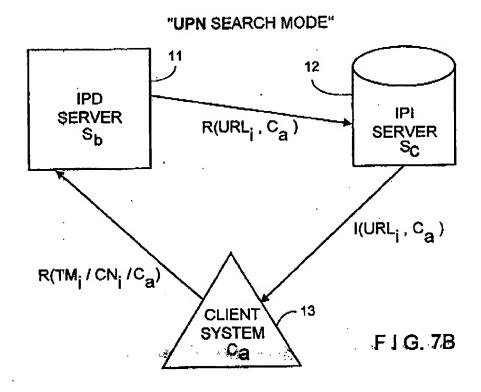
**FIG. 6A** 

CLIENT  $\mathbf{c_a}$  REQUESTS IP DIRECTORY SERVER TO PROVIDE A REGISTERED URL, IN RESPONSE TO A TRADEMARK AND/OR COMPANY NAME (  ${
m TM}_{
m I}$  ) PROVIDED WITH THE CLIENT REQUEST IP DIRECTORY SERVER DETERMINES IF A  $\mathsf{URL}_{\mathsf{i}}$  HAS BEEN REGISTERED WITH THE TM; IF SO, THEN THE IP DIRECTORY SERVER SENDS THE  $\mathrm{URL}_{\mathrm{i}}$  TO CLIENT  $\mathrm{C}_{\mathrm{a}}$ : IF NOT, THEN THE IS DIRECTORY SERVER RECORDS THE URL - REQUEST FOR FUTURE REGISTRATION -REQUEST OPERATIONS WITH THE COMPANY RELATED TO THE  $\mathbf{TM}_{i}$  SENT BY CLIENT SYSTEM  $\mathbf{C}_{a}$ CLIENT SYSTEM C RECEIVES URL FROM THE IP DIRECTORY SERVER AND THEN REQUESTS THE IP INFORMATION SERVER IDENTIFIED BY THE URL; TO PROVIDE PRODUCT INFORMATION LOCATED AT THE URL

"UPN SEACH MODE (FIG. 5B)".

FIG. 6B





CLIENT C<sub>a</sub> REQUESTS IP DIRECTORY SERVER
TO PROVIDE A REGISTERED URL; IN REGISTERED URL;
IN RESPONSE TO THE UPN; PROVIDED WITH THE CLIENT
REQUEST

IP DIRECTORY SERVER DETERMINES IF A URL; HAS
BEEN REGISTERED WITH THE UPN; IF SO, THEN THE IP
DIRECTORY SERVER SENDS THE IP INFORMATION SERVER
HOSTING THE URL; A REQUEST FO THE IP INFORMATION
SERVER TO SEND PRODUCT INFORMATION AT THE URL; TO
THE CLIENT SYSTEM Ca; IF NOT, THEN THE IP DIRECTORY
SERVER RECORDS THE URL - REQUEST FOR FUTURE
REGISTRATION - REQUEST OPERATIONS WITH THE
COMPANY RELATED TO THE UPN; SENT BY CLIENT
SYSTEM Ca

THE IP INFORMATION SERVER RECEIVES THE URL; FROM THE IP DIRECTORY SERVER AND THEN PROVIDES THE PRODUCT INFORMATION IDENTIFIED BY THE URL; TO THE CLIENT SYSTEM Ca

"IPI FINDER MODE (FIG. 7A)"

FIG.8A

CLIENT C<sub>a</sub> REQUESTS IP DIRECTORY SERVER

TO PROVIDE A REGISTERED URL<sub>i</sub> IN RESPONSE

TO A TRADEMARK, SERVICE MARK, AND/OR COMPANY NAME

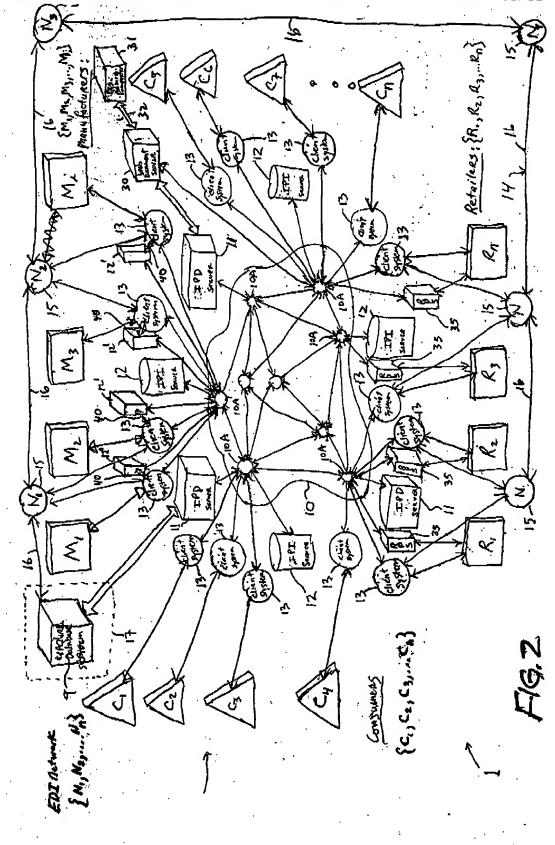
(TM<sub>i</sub>) PROVIDED WITH THE CLIENT REQUEST

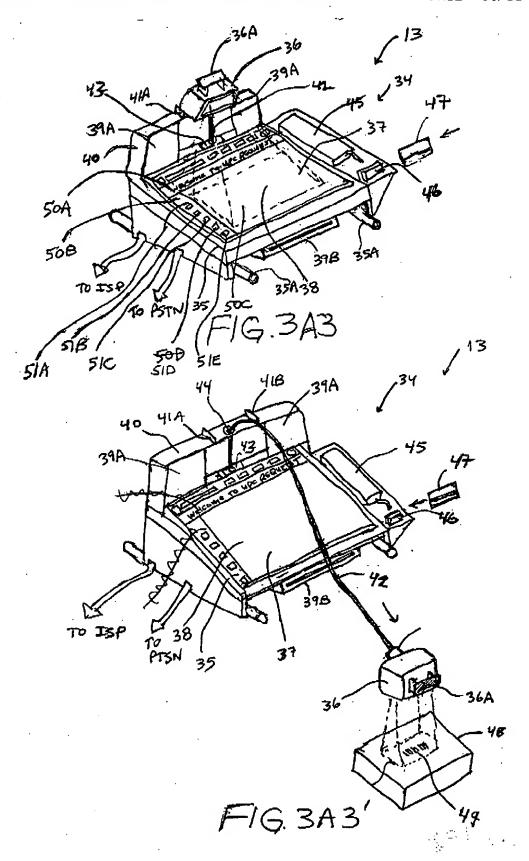
IP DIRECTORY SERVER DETERMINES IF A URL, HAS
BEEN REGISTERED WITH THE TM; IF SO, THEN THE IP
DIRECTORY SERVER SENDS THE IP INFORMATION SERVER
HOSTING THE URL, A REQUEST FOR THE IP INFORMATION
SERVER TO SEND PRODUCT INFORMATION AT THE URL, TO
THE CLIENT SYSTEM C, IF NOT, THEN THE IP DIRECTORY
SERVER RECORDS THE URL - REQUEST FOR FUTURE
REGISTRATION - REQUEST OPERATIONS WITH THE
COMPANY RELATED TO THE UPN; SENT BY CLIENT
SYSTEM C,

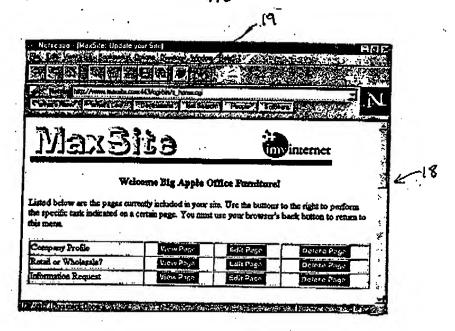
THE IP INFORMATION SERVER HOSTING THE  ${\rm URL_i}$  RECEIVES THE REQUEST FROM THE IP DIRECTORY SERVER AND THEN PROVIDES THE PRODUCT INFORMATION IDENTIFIED BY THE  ${\rm URL_i}$  TO THE CLIENT SYSTEM  ${\rm C_a}$ 

"IPN SEARCH MODE (FIG. 7B)"

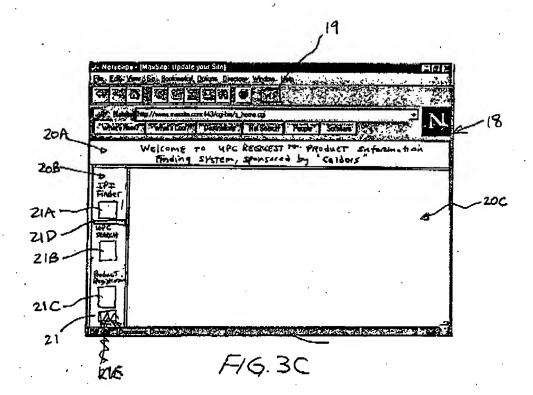
F I G. 8B







F1G. 3B



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FIG. 4AZ

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Product Description		spates act Mevizates			Oatmril	cola soda		Pat Methony Andiaco		•••		Catalogue scapeture of Robertund Catalogue Assistate actual Esta Control Source
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Client tystem Ca Requests IP

Directory to provide A Registered

URL: in response to a trademork.

and/or company name (TMi)

provided with the client Request

IP. Directory server determines

if a URL; has been Registered with

The TM; if so, Then The IP

Directory server sends the URL; to

Client Sa; if not; then the IS

Directory server Records the URL-Request

for future Registration-Request operations

with the campany related to the TM;

sent by client system Ca

Clent Eystem Ca Receives URLi from

The IP. Aincetory Surver and Then

requests the IP Information surver

identified by The URLi to provide

Probablishmention located at the

URLi

URLi

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